

Message Text

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PAGE 01 CARACA 03101 192118Z

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ACTION ARA-10

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FM AMEMBASSY CARACAS

TO SECSTATE WASHDC IMMEDIATE 8076

INFO USIA WASHDC

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FOR ARA AMBASSADOR DESIGNATE SHLAUDEMAN;

USIA FOR ILA & IMV

E.O. 11652: N/A

TAGS: OGEN VE

SUBJECT: PRE-ARRIVAL TV INTERVIEW

1. USIS PROPOSES, AND I CONCUR, THAT SOME PUBLIC RELATIONS MEASURES MIGHT USEFULLY BE TAKEN IN ADVANCE OF YOUR ARRIVAL TO PUT INTO PERSPECTIVE PREVAILING MISUNDERSTANDINGS AND CRITICISMS SURROUNDING YOUR APPOINTMENT.

2. PROPOSALS ARE AS FOLLOWS:

A. A HALF-HOUR TELEVISION INTERVIEW BY A WELL-KNOWN AND RESPECTED JOURNALIST FOR USE BY NATION-WIDE INDEPENDENT COMMERCIAL CHANNEL 4. PRIME TIME PLACEMENT AND ADVANCE PROMOTION GUARANTEED BY CHANNEL'S VICE PRESIDENT. INTERVIEW COULD BE FILMED AT YOUR HOME, OFFERING AN INFORMAL AND PERSONAL SETTING AND WOULD PROVIDE OPPORTUNITY TO BRIEFLY INTRODUCE MEMBERS OF THE FAMILY WHICH WE BELIEVE WOULD HAVE POSITIVE IMPACT ON FAMILY-ORIENTED VENEZUELAN. IN EITHER FORMAT, INTERVIEW MAY BE ENTITLED: "A CONVERSATION WITH AMBASSADOR-DESIGNATE SHLAUDEMAN." USIS WILL PROVIDE QUESTIONS IN ADVANCE AS WELL AS INTERVIEW FORMAT AND WOULD WELCOME YOUR SUGGESTIONS FOR QUESTIONS AND TOPICS TO BE COVERED. THE CORRESPONDENT WILL BE ESCORTED BY USIS INFORMATION OFFICER TO COORDINATE FACILITATIVE ARRANGEMENTS AND TO INSURE COMPLIANCE WITH GROUND RULES GOVERNING INTERVIEW.

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CHANNEL 4 READY TO GO TO WASHINGTON MARCH 26 ONWARD. PLEASE

ADVISE SUITABLE DATE ASAP.

B. JAMES GOODSSELL OF THE CHRISTIAN SCIENCE MONITOR HAS EXPRESSED INTEREST IN AN INTERVIEW WITH YOU FOR HIS PAPER WHICH COULD BE PICKED UP BY USIA FOR PLACEMENT IN VENEZUELAN MEDIA. GOODSSELL NOTED HIS ADMIRATION FOR YOUR SERVICE IN CHILE AND SANTO DOMINGO AND HIS DISAGREEMENT WITH THE "DISTORTIONS" CARRIED IN THE PRESS. HE WILL BE IN THE U.S. THE END OF MARCH AND WILL CONTACT YOU.

C. USIS IS IN CONTACT WITH EDITOR-PUBLISHER OF HIGHLY RESPECTED WEEKLY NEWS MAGAZINE RESUMEN TO EXPLORE POSSIBLE IN-DEPTH COVER STORY INTERVIEW. INTERVIEW WOULD BE CONDUCTED BY AMERICAN JOURNALIST HENRY RAYMONT, FORMERLY N.Y. TIMES AND CURRENTLY FREELANCER FOR PROMINENT U.S. MAGAZINES AND NEWSPAPERS. REYMONT DID RESUMEN COVER STORY ON ASSISTANT SECRETARY ROGERS WHICH AROUSED WIDE AND FAVORABLE INTEREST IN POLICY-MAKING CIRCLES.

3. WOULD APPRECIATE YOUR COMMENTS AS SOON AS POSSIBLE.
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